A sepia-toned photograph occupies the left two-thirds of the image. It depicts a young man in a dark shirt and trousers standing next to a white cow. He is holding a long wooden tool or stick. They are positioned in a field with rolling hills in the background. The image has a vintage, slightly faded quality.

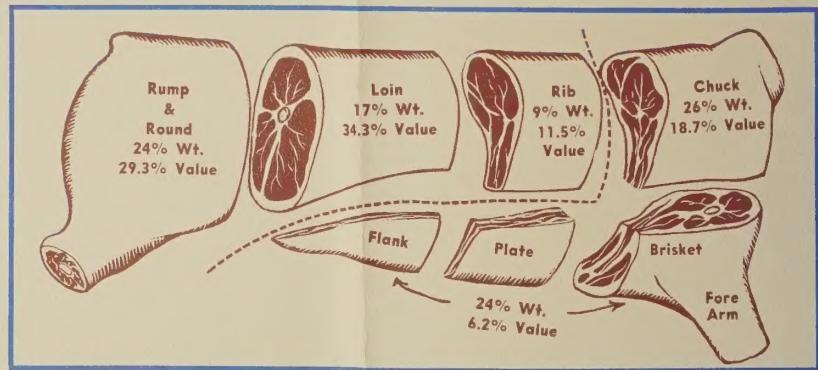
in  
the  
judge's  
eye



# the objective: QUALITY BEEF!

Whatever the role a stockman plays in the beef business—registered breeder, commercial cow-calf operator or feeder—his ultimate objective is **QUALITY BEEF!** Modern consumer demands are for a choice 500 to 700 pound carcass complying with the demands of modern homemakers—flavorful beef with a lean look. This trend is relatively new and it is changing the “process” to the extent that feedlot operators are seeking 500 to 600 pound calves right off their mothers to put into feedlots. Of course this diverts considerably from formerly accepted practice, for it means the beef industry must emphasize and re-emphasize **SIZE FOR AGE** and **ABILITY TO PRODUCE MORE POUNDS OF BEEF ON LESS FEED**. That these qualities are “Shorthorn property” has been demonstrated in straight Shorthorn programs and, too, in operations where Shorthorn bulls are crossed with other pure breeds and mixed breeds of cattle. The result—consistently so—is more pounds of beef at weaning-time and an animal that repeatedly reaches market-readiness faster and more efficiently.

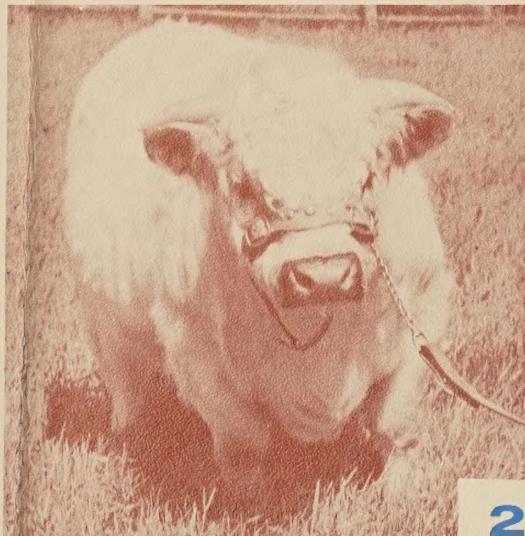
So when the Shorthorn and Polled Shorthorn industry presents this material and helps you judge cattle better, remember its stockmen are looking at bulls and females in terms of **BEEF**—profitable to them as producers and acceptable to Mrs. Homemaker and her family, beef's consumers.



As this chart will indicate, the three most valued cuts of beef are the **LOIN**, the **RIB** and **ROUND-and-RUMP**. Although these cuts make up one-half the carcass weight, they represent two-thirds to three-fourths of its value. The chuck, brisket, plate, fore-arm and flank make up the other one-half of the weight, but vary in value from one-third to one-fourth. So we can readily see why beef cattle should be wide and deep over the ribs, loin, rump and rear quarters. And the reasons, too, why they should be trim about the front, shoulders, brisket and underline.



# JUST WHAT MAKES A GOOD BULL?



**1 & 2** Several factors are to be considered in appraising a bull. Of particular importance are a bull's individual quality and appearance; his growth records; his pedigree; and the appearance and performance history of his parents.

When a bull has sufficient age to be at least partially proved—that is to have calves by him on the ground—then the appearance and growth records of his progeny are also accurate measures of his value as a sire.

For the most part bulls are bought before there are calves to help prove them. For this reason we have chosen a young bull for our selection study. Though not fully mature, he has sufficient growth and development so that we may determine whether or not he suits our standards for "sire material."

In pictures one and two we can study the bull's general appearance. Just how would you rate him?

He is well balanced, well coupled, deep and stylish. His top and bottom lines are straight and parallel. He is smooth and masculine. From what we can see here he has a high rating on general appearance. And we have drawn that conclusion by visually gathering the excellence of his parts and putting them together to conclude he is pleasing to the eye—a well balanced bull.

*"The most significant factor in the success or failure of any livestock breeding program is the sire. This is true whether the 'head man' is raised or purchased. His ability to reproduce his kind consistently at the levels of quality and performance anticipated represent the keystone foundation to the financial solvency or bankruptcy of the firm involved."*

—CLINTON K. TOMSON, Geneva, Ill.



**3** The bull's head should show great strength and burliness. Look at his forehead—broad and full. His face is short, wide, slightly dished and masculine. His eye is bright, clear, placid and prominent.

**4** On horned cattle look for horns to be flat at their base, set wide apart and protruding straight with the top of the head. Horns should be of moderate length, curving forward and slightly downward. At least three-fourths of the horn should be waxy white. The poll should be sharp and well-defined.

**5** A bull must show great strength of jaw and side face and this is as it should be. These characteristics are generally linked with good foraging ability. The jaw is deep, broad, well-muscled and matched. The muzzle is broad and flaring, buff in color and the nostrils are open and clean.

**6** It is important that the bull's throat be clean, without excessive skin development. Look for a neck that is moderately short and muscular, smoothly blending into the shoulders. A bull should show well-developed crest for his age.

**7** Give careful consideration to the shoulders. Their correctness is vitally important to the animal's overall balance. His shoulders should be smooth at the point, neatly laid in on top and well covered on top and blades. They should join the fore ribs full and smooth.

**8** A bull should show a strong, heavily-muscled forearm for this characteristic is one key indication that he will be heavily-muscled throughout. Note the broad, clean bone and the fact his foreleg carries on to the ground in the correct place.

**9** Pay careful attention to this—the brisket. It should be broad and well-covered but definitely not showing signs of wastiness. Note this bull's brisket is clean, trim and in balance with the rest of the animal. His chest is deep, with plenty of width between the forearms. Such depth and width are firm indications of heart strength.

**10** Note this good example of clean bone from knee to the first joint. Length of bone denotes whether the animal will be lowset or tall. His front legs are set out on the corners of his body. They are perpendicular as viewed from the front and side. Bone should be ample for size and weight as well as clean and flat.

**11** Good depth and strength of heart denotes strong constitution. This is essential. Such a characteristic is important to any working sire. A sire should not look as full, back of the shoulders, as a finished steer. Bulls should have stronger, more prominently muscled shoulders without evidence of coarseness.



**12** Good width behind the shoulder is indicative of good spring of rib. Ribs should be well sprung from a straight backbone so they are arched and deep. Too, they should be smooth and firmly meated. The animal's back should be broad, strong, thick and evenly muscled. Fleshing should be firm and even.

**13** The bull's hooks should be well laid in. There should be moderate length from his hooks to his shoulders. The loin should be broad, strong, thickly muscled and smooth. Remember it is an animal's top-side and rear that produce the high-priced cuts of beef.

**14** Note the heavy, full rear quarter. A bull should carry great length from the hooks back. Look for a rump that is long, level, wide, square and meaty.



15

**15** Consider depth and thickness of quarter. From carcass and replacement standpoints, it is most important that sires have and transmit long, level rear-quarters. Short-quartered cows are likely to have more calving troubles.



16

**17** Look at the thigh. It must be wide, strong and well-muscled. Undoubtedly this is one of the hardest places to get right and keep that way. Small-thighed animals give the illusion of a full-quarter when they actually have little, short quarters. Look for a thigh that is deep, thick through the center and base, and bulging.



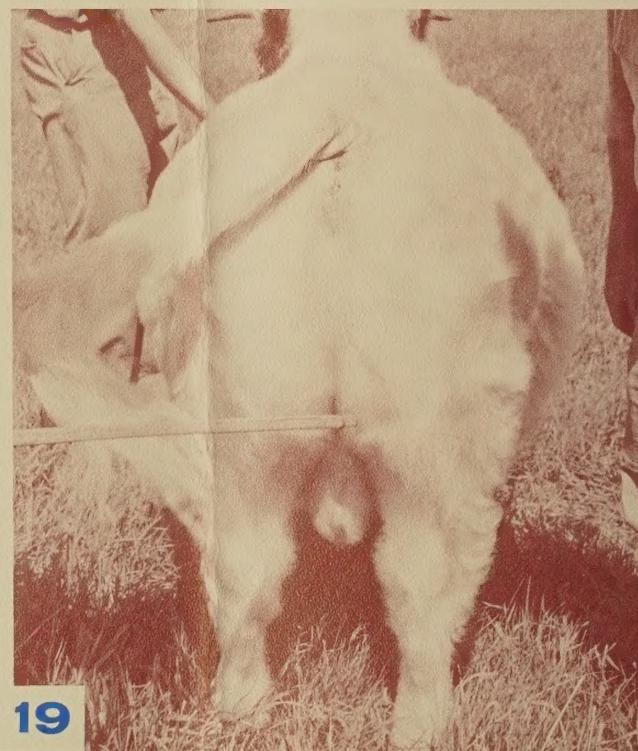
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**18** The tail setting should be level, square and join smoothly at the end of the backbone. This picture shows a tail-setting very good in this respect. Note this picture also serves to point out the animal's full quarter and strong masculine tail with heavy switch.



18

**19** And finally look for a twist that is deep, full, plump and firm. Look for great depth of quarter. Keep away from animals cut up in the twist. A bull should have well developed testicles of even size that are properly attached.

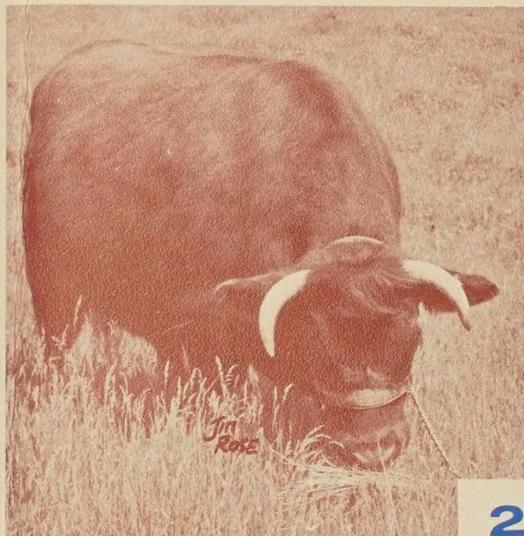


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1

# AND WHAT MAKES A GOOD COW?



2

**1 & 2** In every cow we appraise, whether selecting replacements from our own herd's production or purchasing females from other herds, we might look upon them as "factory units." She will mother the calves by whatever sires we choose to use and, in so doing, will contribute to their individual quality. It is purely the cowman's decision whether the resulting calves become increasingly better, stay within the standard of their parentage or become increasingly worse.

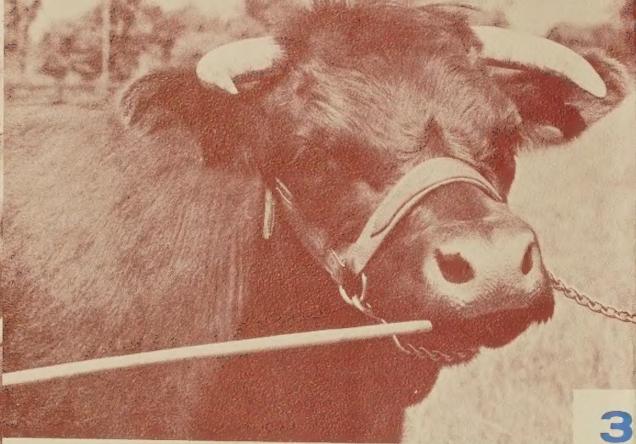
So our attention to brood cow material must be persistent and thorough. We must give equally as much thought to choosing females as we do bulls.

The substantial brood cow, like the bull, must have balance. Note pictures one and two. She is a bit more V-shaped than the bull in that she is deeper and wider in the rear than she is in the front. Her shoulder is less prominent. Heavy-fronted, bullock-type females are quite undesirable.

This female demonstrates good breed character. She shows considerable strength yet is feminine. As we see her here she is in pasture condition, a three-year-old close to calving her second calf. By the most rigid of standards we could mark her high on general appearance.

*"To produce herd bull material with any degree of regularity the cows must be of the same high standard as the bull. They must have character, style, thickness, ruggedness, depth of body and a will to live if they are to deliver strong calves and nurse them well. This is also just as true in the production of commercial calves, but in the latter case the early evidence of high quality is not as essential."*

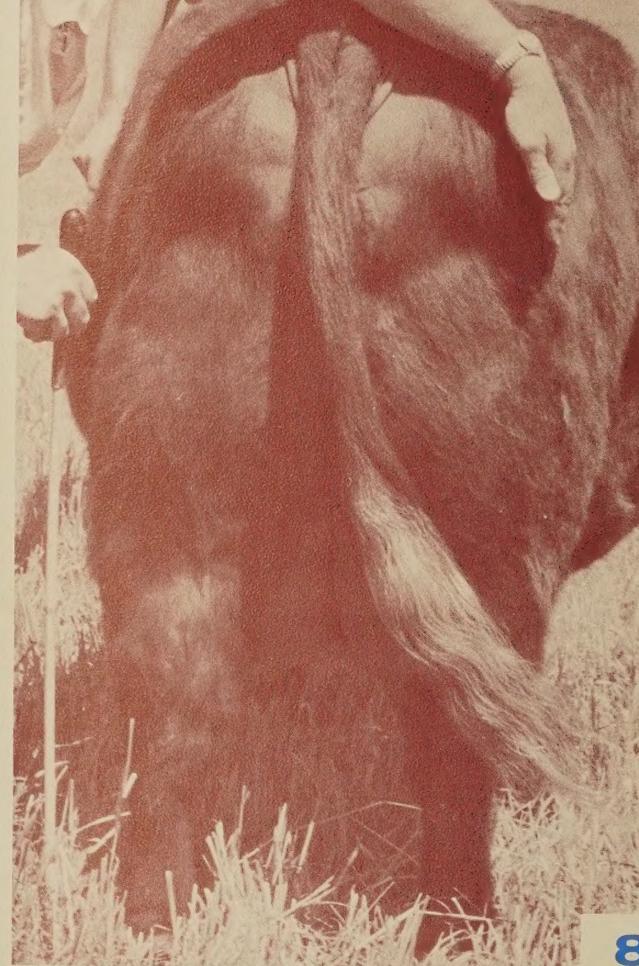
—LES MATHERS, Mason City, Ill.



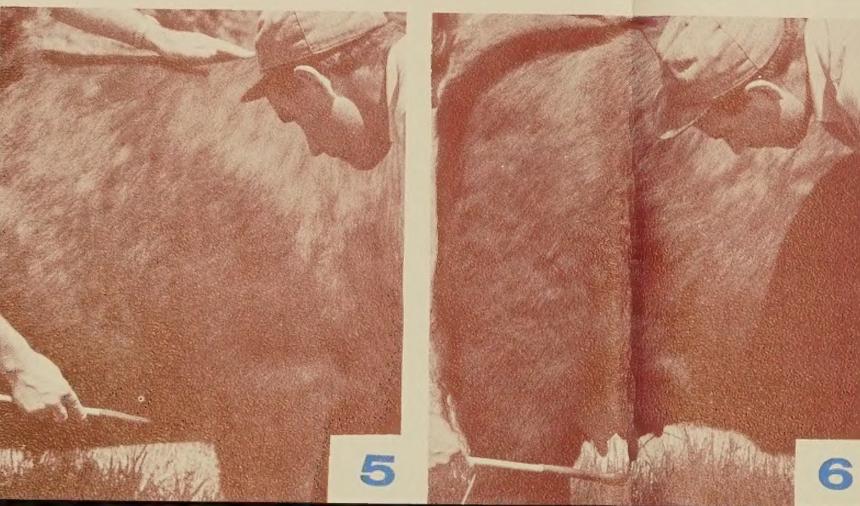
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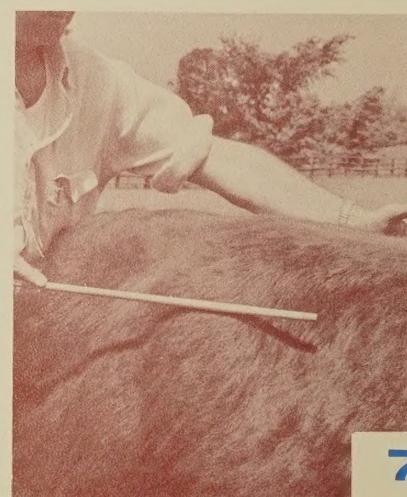
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8



5



6

3 Seek a head that has a broad and full forehead and a face that is short, wide and slightly dished. The eye should be large, clear, placid and prominent. And the muzzle broad and flaring with nostrils that are clean and open. The muzzle should be buff in color. Horn and poll requirements are basically the same as for bulls.

4 Just as this female's head is good so are her side face and neck. Note that her throat and neck are clean without excessive skin development. She has a jaw that is deep, broad and well-muscled indicating she is capable of taking in quantities of grass for maintenance of her own body, growth and development of her calf and for production of milk. The female should show no sign of a crest.

5 Here you see a desirable heart and middle. It is deep and with plenty of width indicating this cow has a strong constitution. A good brood cow must have body capacity to develop her young and to hold enough feed to do her job economically. Note how straight-lined this cow is at top and bottom. Look for ribs that are smoothly and firmly meated and well sprung from a straight backbone.

6 Follow this example and you will never go wrong — a deep rear flank; a long, level rump; and a strong hind leg and thigh. Form an im-

aginary line from pin bones to hocks and another from hocks to hooks and it should form a V. Note this cow's udder is well up. Short-horns are widely noted for their great milking-ability, but low-swinging udders and abnormally sized teats are severely frowned upon by the industry.

7 A good female shows good width across the rear quarters. Her hooks are more prominent than the bull. The cowman should suspicion a brood cow without some sign of hook bones as she is usually too fine and weak to be of practical use. Her tail setting should be well back on her body, level, square and smooth. Avoid excessive fleshing (patchiness) around the tail-setting.

8 And here we see an excellent rear end. See the tremendous width right to the pin bones, for easy calving. This cow is well muscled in the thighs, shows correct placing of her legs and good width between the hocks. Remember that legs, feet and bone are of great importance, for they must carry the working, calf-heavy female wherever her quest for food and water must take her. Her feet should be large and well-formed; her bone clean, flat and ample for size and weight; and her legs set out on the corners of her body. While the front legs should be straight, the rear legs should show a slight angle forward as viewed from the side.

7

# Let's Get that Steer "Really Ready!"

As far as being able to select the right kind, many things must be considered.

Number one is the breeding that is behind these calves. Certainly the old saying that "like begets like" is true to a great extent. So the sire and dam must be considered as well as the individual calf. Another point of great importance is the soundness of your calf. In order for a fat steer to be able to walk correctly and be presented at his best he must be basically sound on his feet and legs as a calf.

Finish is something on which many persons will disagree. This has changed. In recent years we have heard and read so many articles on red meat and about cattle that are well muscled. I once asked a well known steer judge what he considered the right amount and the right kind of finish for a steer. His answer was, "A little every place and not too much any one place." I have been told that a steer that is inclined to be a little rolly over his loin is apt to be wasty throughout his entire carcass.

To sum up . . . look for a calf that has a good head, is sound on his legs, is medium in size, with a straight top and underline, and a calf that shows balance without any glaring faults such as high tail head, short quarters or crooked legs. Then, if taken care of and presented correctly in the show ring, you will have a better than average chance of winning top honors at some leading show during your show career.

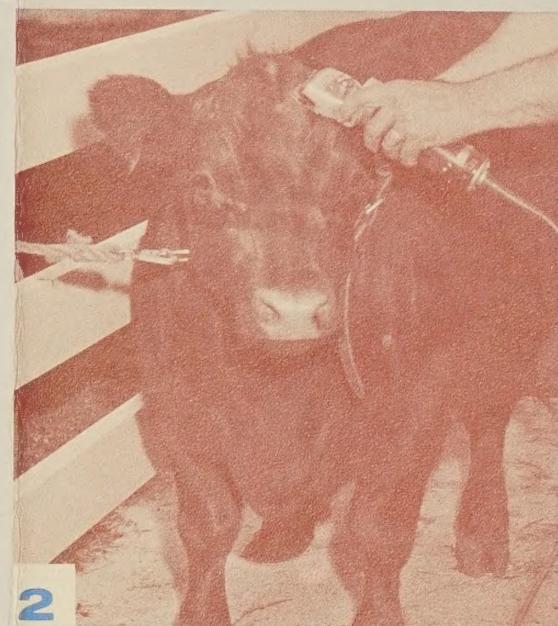
—Veteran Shorthorn breeder and exhibitor  
W. N. ANDERSON, West Liberty, Iowa  
Excerpt from an article in Shorthorn World, August 1961.



## 2 THE HEAD

When clipping over the poll of the steer's head, hold the clippers as level as possible to the head line (as seen at right) and clip against the swirl of the hair. Do not clip the ears as hair on the ears gives a better appearance to the head. The animal's head should be washed before clipping to prevent unnecessary dulling of the clipping blades. Although the washing process should be thorough, avoid getting water in the animal's ears. Hold your hand over the ears and bend them downward to protect them from the full force of running water.

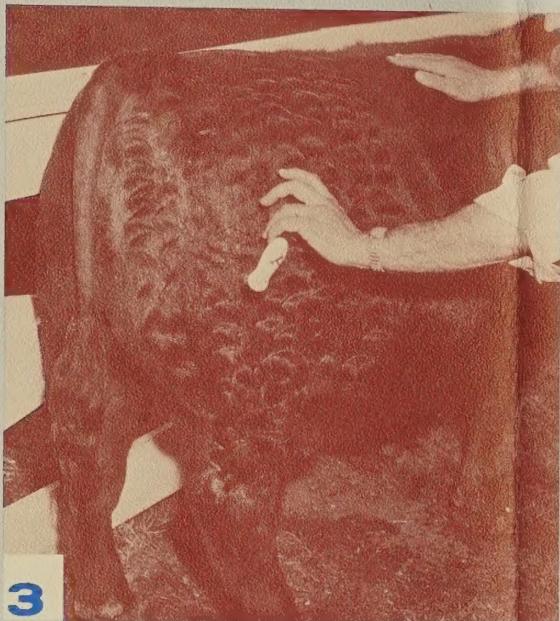
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## 1 THE HEAD

Dehorned or polled steers should have their heads clipped about a week before the show. Most fitters agree that horned steers should not have their heads clipped. For a successful head clipping job follow these simple directions (pictures one and two):

Begin clipping from a point on top of the neck, just behind the halter strap, straight down on each side to the underside of the neck. The neck should not be clipped back any further than this picture indicates. After clipping, the hair should be "feathered" into the neck by reversing the clippers and using a light, stroking action.

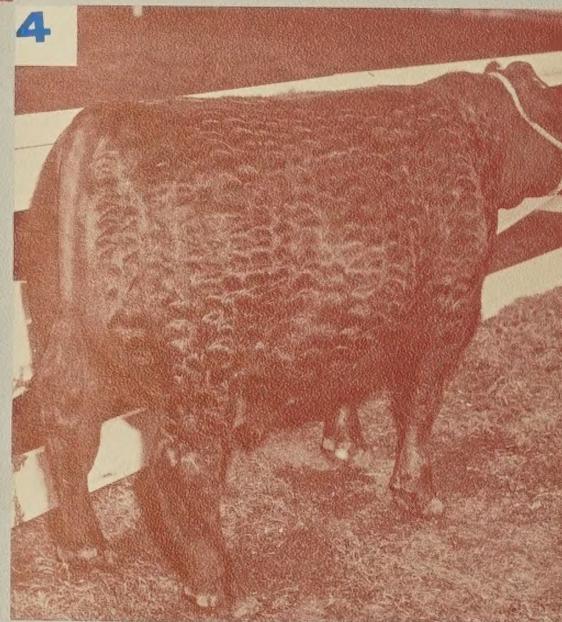
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### 3 CURLING

Curling improves the appearance of your animal. In the picture above the steer has been washed and the hair brushed down and sprayed with a light oil spray. Some fitters prefer to apply the oil-water mixture just after washing and before brushing the steer down. By using a currycomb (held as the picture demonstrates) the hair can be curled by making gentle waving motions from the top of the animal's back down to the underline. Avoid making waves that are too wide and those that tend to be arc-shaped. Medium-width, level waves are your objective. It will take practice so have patience.

### 4 DEVELOPING HAIR

Below we see the steer completely curled, prior to brushing and fluffing the hair. In summer, when most steers are finally fitted for showing, growing and holding hair is a problem. Keep your calf out of the sunlight and in a cool, shady place during the day. At dusk wet him thoroughly with water, curl and brush his hair. Keep him outside at night. Regular, thorough washing and brushing will stimulate new hair growth. Avoid using strong, liquid soaps that may have a tendency to burn or blister. Common household powders are satisfactory. Wet your steer, apply soap powder and use brush to thoroughly scrub your animal. Rinse and re-soap and repeat the process. Then rinse *thoroughly*. Soap left in the hair tends to flake the hide and dull the hair lustre.

**4****5**

### 5 BRUSHING

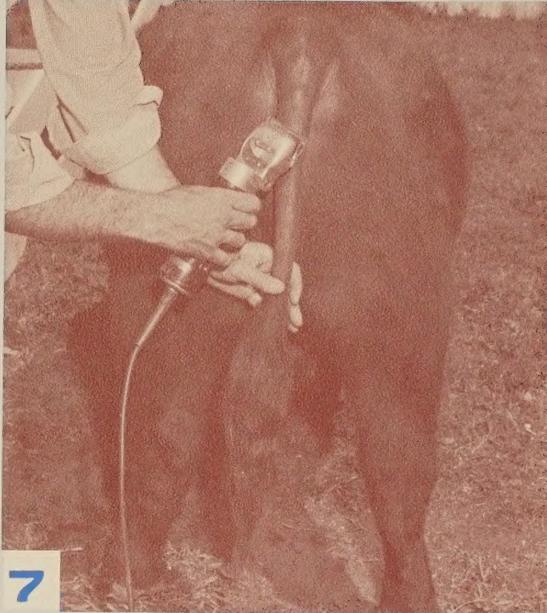
After the wet hair has opportunity to dry, lightly brush the hair upward and slightly forward (against the lay of the coat). Use long strokes that take you from bottom to top as opposed to a series of short brush strokes that cover the same area. Brush very lightly the first-time over and then with heavier brushings until the coat is thoroughly dry. Hair on the legs below the hock and the knees should be brushed upward. Long hair on the mane just over the withers, should be parted in the middle. Remember to wash your steer the day before he shows and not on show day.

## 6 BRUSHING & GROOMING

Here we see the rear quarters of a steer before the tail is clipped. Note how the hair has been brushed outward from the twist. This tends to give the animal a wider appearance and helps display those good rear quarters. This calf shows the sheen to his hair that results from daily brushing. This practice also brings out the natural oil in the hair, removes dandruff, dirt and dead hair. Just before your steer enters the showroom put a small amount of hair dressing on a wool cloth and go over him picking up dust and dandruff. You will give added life to his hair coat. Don't overdo it, however.



6



7

## 7 CLIPPING

On a steer with an average length tail and reasonably deep twist, start clipping on the tail approximately at a point parallel to the bottom of the twist or just where the split occurs between the hind legs. In this picture the left hand marks the starting point on this steer; the clipper is moved upward to the tail head.

Long hair on top of the tail head should be trimmed with comb and scissors. Grooming is not complete until the switch is thoroughly washed. Fluff out the hair with a brush when dry. Do not use a comb on the switch as it pulls out hair.

## 8 CLIPPED & READY

And the steer has been clipped, his hind quarters properly brushed and he is ready. Looks much better than when we began, doesn't he? Remember that good grooming is an important part of showring success. Begin your fitting, grooming and training program early so that your calf looks and acts his best on show day. It takes time to develop a winner, but hard work and effort can mean much satisfaction and worthy financial remuneration. Better trained stockmen and better cattle are key factors in breed growth. There is no better medium for developing both than through the beef calf project. Follow these suggestions, ask further help from senior breeders and your farm youth leaders and Good Luck! We'll see you at the shows where animal and exhibitor are IN THE JUDGE'S EYE!



8



Livestock Exchange Building

OMAHA 7, NEBRASKA